

## Message Text

UNCLASSIFIED

PAGE 01 STOCKH 00018 031641Z  
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-07 NSAE-00 PA-02  
USIA-15 PRS-01 SP-02 L-03 H-02 SS-15 NSC-05 /065 W  
-----032057Z 057081 /63

R 031559Z JAN 77  
FM AMEMBASSY STOCKHOLM  
TO SECSTATE WASHDC 9439  
INFO USIA WASHDC

UNCLAS STOCKHOLM 0018

E.O. 11652: N/A  
TAGS: SW  
SUBJECT: ANTI-AMERICAN TV PROGRAM

REF: A) 76 STATE 313475, B) 76 STOCKHOLM 7047

1. THE 40-MINUTE SWEDISH TV PROGRAM "THE AMERICAN DREAM", OPERATING LARGELY WITH ORIGINAL CARTOONS, HAD AS ITS HERO UNCLE SAM WHO WAS DEPICTED AS A PERSON MOTIVATED BY GREED AND POWER. AS A GIANT BABY, HE IS SEEN KILLING OFF LITTLE INDIANS. AT THE END HE IS SEEN EMBRACING THE WHOLE WORLD, LAUGHING FIENDISHLY. IN BETWEEN, WE SEE HIM INVOLVED IN A CIVIL WAR FOUGHT FOR THE BENEFIT OF THE CAPITALISTS OF THE NORTH; INSTEAD OF FREEING THE SLAVES, IT PLACED THE BLACKS IN PRISON-LIKE FACTORIES. WE SEE UNCLE SAM FIGHT AN IMPERIALIST WAR IN THE PHILIPPINES. FROM THERE THE FILM JUMPED TO VIET-NAM, VIEWED AS A DIRECT CONTINUATION OF THE OCCUPATION OF THE PHILIPPINES. EXTENSIVE USE OF FAMILIAR ANTI-WAR FOOTAGE FROM VIET-NAM. RETURNING TO THE THEME OF THE SHAM THE U.S. MADE IN THE PRODUCERS' VIEWS OF THE IDEALS OF THE DECLARATION OF INDEPENDENCE, IT SHOWED TOWARD THE END THE HEADS OF RECENT U.S. PRESIDENTS PLACED ON THE SAME BODY BY UNCLE SAM, SYMBOL OF CAPITALISM. FROM PRESIDENT CARTER IT BLENDED DIRECTLY INTO SHOTS OF VIOLENT RACE  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STOCKH 00018 031641Z

RIOTS. IN ONE SEQUENCE WE SEE CIA AGENTS MARCH TOWARD ATHENS, THEN TOWARD STOCKHOLM WHERE THEY SIDLE UP TO PM FALLDIN. ANOTHER SEQUENCE DEPICTS THE GROWTH AND SPREAD OF MULTINATIONAL CORPORATIONS. THE FILM ENDS WITH A MODEL OF THE U.S. SINKING INTO A BUBBLING OCEAN.

2. PRESS REACTION WAS MIXED. DAGENS NYHETER'S REVIEWER WAS RATHER SYMPATHETIC OF THE PROGRAM'S MESSAGE, CALLED IT "A MERRY DANCE" WHICH AT THE END TURNS INTO "AN AMERICAN GOETTERDAEMMERUNG WHICH IS QUITE MEAN." SVENSKA DAGBLADET HEADED ITS REVIEW BY CALLING IT "A POISONOUS SATIRE OF THE U.S." AND WROTE: "THE FILM IS MEAN, ONE-SIDED, AND UNJUST BECAUSE ITS MAKERS WERE ONLY INTERESTED IN THE ONE-SIDELY NEGATIVE TRUTHS." SYDSVENSKA DAGBLADET CALLED IT "AN ANTI-AMERICAN PROGRAM FULL OF HATE" AND QUESTIONED THE GOOD JUDGMENT OF THOSE RESPONSIBLE FOR ITS SHOWING.

3. LARGELY AS A RESULT OF SVENSKA DAGBLADET'S FRONT-PAGE STORY ABOUT THE AMBASSADOR'S PROTEST-LETTER TO THE CHIEF OF SWEDISH RADIO, A NUMBER OF SWEDISH TV VIEWERS, MOST OF THEM UNKNOWN TO US, CALLED OR WROTE TO THE EMBASSY, EXPRESSING THEIR EXTREME DISPLEASURE WITH THE PROGRAM. A DENTIST FROM LIDKOPING: "WITH INDIGNATION AND DEPRESSION MY FAMILY AND I WATCHED THE TV PROGRAM THE AMERICAN DREAM. IT WAS A DISTORTION AND MISREPRESENTATION OF HISTORICAL FACT AND WAS AN OFFENSE NOT ONLY OF THE USA BUT ALSO OF THE VIEWERS." A STUDENT: "THE PROGRAM WAS CHARACTERIZED BY A HIGH DEGREE OF PRIMITIVE KNOWLEDGE AND INTELLECTUAL DECAY. . . I EXPERIENCED THE PROGRAM AS A LOWLY, COMPLETELY STUPID, AND ANYTHING BUT ENLIGHTENING ATTACK ON THE U.S..." A COUPLE FROM LIDINGO: "WE FULLY UNDERSTAND YOUR DISPLEASURE WITH THE PROGRAM

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STOCKH 00018 031641Z

WHICH GREATLY UPSET US, TOO. IT IS OUR HOPE THAT YOU REALIZE THAT THIS OBVIOUSLY LOW-QUALITY PROGRAM ONLY REFLECTS ATTITUDES HELD BY A FEW RUDE INDIVIDUALS EMPLOYED BY THE SWEDISH RADIO CORPORATION AND IS NOT AN EXPRESSION OF THE WAY THE MAJORITY OF THE SWEDISH PEOPLE LOOK UPON YOUR COUNTRY." NONE OF THE COMMUNICATIONS RECEIVED BY THE EMBASSY EXPRESSED SYMPATHY WITH THE PROGRAM'S POINT OF VIEW. SYDSVENSKA DAGBLADET, AS A FOLLOWUP TO ITS DEC 24 EDITORIAL, WROTE: "I READ IN SVENSKA DAGBLADET THAT THE AMERICAN AMBASSADOR GOT SO CONCERNED OVER THE PROGRAM THAT HE WROTE A PERSONAL PROTEST LETTER TO THE CHIEF OF THE RADIO. THAT WAS THE RIGHT THING TO DO...AND I AM NOT SURPRISED TO HEAR THAT THE AMERICAN EMBASSY GOT MANY CALLS FROM UPSET SWEDES." A NUMBER OF CALLERS, LETTER WRITERS, AND EMBASSY CONTACTS TOLD US THAT THEY ALSO HAD INFORMED THE SWEDISH RADIO CORPORATION AND/OR THE RADIO COUNCIL (A WATCH-DOG AGENCY) ABOUT THEIR INDIGNATION WITH THE PROGRAM.

4. COMMENT: THE EMBASSY'S CONJECTURE THAT THE PROGRAM WAS SO LUDICROUS THAT IT WAS COUNTERPRODUCTIVE WAS BORNE OUT BY THE PUBLIC REACTION TO IT. IT WAS, IN ESSENCE, THE PRODUCT OF A CLASSIC MARXIST VIEW OF AMERICA, A BLEND OF ANTI-CAPITALISM AND ANTI-AMERICANISM. IT LACKED THE REDEEMING FEATURES OF GENUINE HUMOR. VIEWED IN PERSPECTIVE, IT WAS ALMOST AN ANACHRONISM. FOR, COMPARED TO SWEDISH TV/RADIO OUTPUT OF THE 1965-74 PERIOD, WE FIND OURSELVES TODAY IN A FAR MORE FAVORABLE SITUATION. OUTPUT ON THE WHOLE IS NOW MUCH MORE BALANCED THAN DURING THAT PERIOD, OFTEN QUITE FAVORABLE, AND TENDENTIOUS ANTI-AMERICAN SPOTS OR PROGRAMS ARE NOW MORE THE EXCEPTION THAN THE RULE.  
SMITH

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** ANTIAMERICAN, TELEVISION COMMENTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 03-Jan-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977STOCKH00018  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770002-0318  
**Format:** TEL  
**From:** STOCKHOLM  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770184/aaaacvmi.tel  
**Line Count:** 130  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** 5cd6e4dd-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 STATE 313475, 76 STOCKHOLM 7047  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 12-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3671121  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** ANTI-AMERICAN TV PROGRAM  
**TAGS:** PROP, SW  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/5cd6e4dd-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009